

MULTIMEDIA



UNIVERSITY

STUDENT ID NO

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# MULTIMEDIA UNIVERSITY

## FINAL EXAMINATION

TRIMESTER 3, 2015/2016

**BIS2014 – MANAGEMENT INFORMATION SYSTEMS**  
(All sections / Groups )

31 MAY 2016  
9.00 A.M. - 11.00 A.M.  
( 2 Hours )

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### INSTRUCTIONS TO STUDENTS

1. This question paper consists of **TWO (2)** printed pages with four essay questions
2. Answer all **FOUR** questions.
3. Answer in the answer booklet provided.
4. Marks are shown at the end of each question.

**Answer all questions. All questions carry equal marks.**

**QUESTION 1 (25 MARKS)**

- (a) (i) Name and briefly describe the capabilities of a DBMS.  
(5 Marks)
- (ii) Define a relational DBMS and explain how it organizes data.  
(5 Marks)
- (b) List and describe the components of a contemporary business intelligence infrastructure.  
(15 Marks)

**QUESTION 2 (25 Marks)**

- (i) Define the Internet, describe how it works and explain how it provides business value.  
(10 Marks)
- (ii) Should all major retailing and manufacturing companies switch to RFID? Why or why not?  
(15 Marks)

**QUESTION 3 (25 Marks)**

- (i) Describe the role of the following in facilitating knowledge management: portals, wikis, social bookmarking, and learning management systems.  
(10 Marks)
- (ii) Describe various ways that knowledge management systems could help firms with sales and marketing or with manufacturing and production.  
(15 Marks)

**Continued...**

**QUESTION 4 (25 Marks)**

- (i) Explain how a GDSS (Group Decision Support System) works and how it provides value for a business.

(10 Marks)

- (ii) Describe the advantages and disadvantages of using outsourcing for building information systems.

(15 Marks)

**End of Page**